

Rep Order# 9809546 Ver# 5 Status Revised  
EC'd Yes

Traffic Order# 53590

Printed: 09/21/2012 3:22 PM  
Last Received: 09/21/2012 3:02 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 3

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product AMER.4 PROSPERITY  
Estimate# 1305  
Buyer ANNE BRAUNSCHEIDEL  
Phone#  
Fax#

Agency ( ) MENTZER MEDIA SERVICES  
600 FAIRMOUNT AVE, SUITE 306  
TOWSON, MD 21286  
Agency C/P1/P2/E //1305  
Flight Dates 09/04/2012 - 09/10/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

\*\*\*\*\* Contract Coversheet \*\*\*\*\*

V.5 9/21

SEE LN 11 FOR CREDIT

PREVTT=105600 - REVTT=102400 - TOTAL CREDIT=3200

\*\*\*\*\*

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--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

V.5 9/21  
SEE LN 11 FOR CREDIT  
PREVTT=105600 - REVTT=102400 - TOTAL CREDIT=3200  
PLS CF - THANKS

| LT  | Ln  | Day | Time    | Program                                    | Len | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|---------|--|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | ---     | -----                                      | --- | ---        | ---         | ---        | ---        | ---         | ---        | ---     |
|     | *11 | M   | 430P-5P | NEWS                                       | :60 | \$3,200.00 | 09/10-09/10 | 0          | 0          | 0           | \$0.00     |         |
|     |     |     |         | [CREDIT WAS TAKEN FOR SPOT ON 9/10 (1/WK)] |     |            |             |            |            |             |            |         |
|     |     |     |         | V5 Effective Dates Changed                 |     |            |             |            |            |             |            |         |

---REPORT TOTALS---

Report Totals: 0 / \$0.00

---SALES MONTHLY TOTALS---

Sep 12: 18 / \$102,400.00  
Sales Totals: 18 / \$102,400.00  
Station Totals: 18 / \$102,400.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

|               |           |      |     |      |     |      |    |      |    |      |     |
|---------------|-----------|------|-----|------|-----|------|----|------|----|------|-----|
| Market Totals | \$291,904 | CABL | 0%  | EKRC | 0%  | UNKN | 0% | WBQC | 0% | WCPO | 47% |
|               |           | WKRC | 35% | WLWT | 11% | WSTR | 0% | WXIX | 5% |      |     |

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600 FAIRMOUNT AVE, SUITE 306  
TOWSON, MD 21286  
Agency C/P1/P2/E //1305  
Flight Dates 09/04/2012 - 09/10/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Books null  
Demos RA35+

Rep Order# 9809546 Ver# 4 Status Returned  
EC'd Yes

Traffic Order# 53590

Printed: 09/11/2012 1:39 PM  
Last Received: 09/05/2012 10:38 AM  
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
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--- REMARKS ---

pls see line 11  
t/r  
lynda/jim

| LT  | Ln  | Day   | Time      | Program     | Len  | Rate        | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost  | Daypart |
|-----|-----|-------|-----------|-------------|------|-------------|-------------|------------|------------|-------------|-------------|---------|
| --- | --- | ----- | -----     | -----       | ---- | -----       | -----       | -----      | -----      | -----       | -----       | -----   |
|     | 1   | TU-F  | 430P-5P   | NEWS        | :60  | \$3,200.00  | 09/04-09/07 | 3          | 1          | 3           | \$9,600.00  |         |
|     | 2   | TU-F  | 6P-630P   | NEWS        | :60  | \$4,000.00  | 09/04-09/07 | 1          | 1          | 1           | \$4,000.00  |         |
|     | 3   | TU-F  | 7P-730P   | INSIDE      | :60  | \$3,200.00  | 09/04-09/07 | 2          | 1          | 2           | \$6,400.00  |         |
|     | 4   | TU-SU | 11P-1135P | NEWS        | :60  | \$4,400.00  | 09/04-09/09 | 4          | 1          | 4           | \$17,600.00 |         |
|     | 5   | TU    | 10P-11P   | DNC         | :60  | \$9,000.00  | 09/04-09/04 | 0          | 0          | 0           | \$0.00      |         |
|     | 6   | F     | 10P-11P   | BLUE BLOODS | :60  | \$10,000.00 | 09/07-09/07 | 1          | 1          | 1           | \$10,000.00 |         |
|     | 7   | SA    | 9P-10P    | CRIMETIME   | :60  | \$3,000.00  | 09/08-09/08 | 2          | 1          | 2           | \$6,000.00  |         |
|     | 8   | SA    | 10P-11P   | 48 HRS      | :60  | \$5,000.00  | 09/08-09/08 | 1          | 1          | 1           | \$5,000.00  |         |
|     | 9   | SU    | 7P-8P     | 60 MIN      | :60  | \$12,000.00 | 09/09-09/09 | 1          | 1          | 1           | \$12,000.00 |         |
|     | 10  | SU    | 10P-11P   | MENTALIST   | :60  | \$8,000.00  | 09/09-09/09 | 1          | 1          | 1           | \$8,000.00  |         |

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Flight Dates 09/04/2012 - 09/10/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

| LT  | Ln  | Day  | Time      | Program     | Len  | Rate        | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost  | Daypart |
|-----|-----|--|-----------|-------------|------|-------------|-------------|------------|------------|-------------|-------------|---------|
| --- | --- | -----  | -----     | -----       | ---- | -----       | -----       | -----      | -----      | -----       | -----       | -----   |
|     | *11 | M  | 430P-5P   | NEWS        | :60  | \$3,200.00  | 09/10-09/10 | 1          | 1          | 1           | \$3,200.00  |         |
|     |     | Station Remark: V4 1x dna 9/10 no news tennis ran mg stp w/o 9/10 ncir |           |             |      |             |             |            |            |             |             |         |
|     | 12  | M  | 6P-630P   | NEWS        | :60  | \$4,000.00  | 09/10-09/10 | 0          | 0          | 0           | \$0.00      |         |
|     | 13  | M  | 7P-730P   | INSIDE      | :60  | \$3,200.00  | 09/10-09/10 | 0          | 0          | 0           | \$0.00      |         |
|     | 14  | M  | 11P-1135P | NEWS        | :60  | \$4,400.00  | 09/10-09/10 | 1          | 1          | 1           | \$4,400.00  |         |
|     | 15  | M  | 7P-10P    | NFL BENGALS | :60  | \$19,400.00 | 09/10-09/10 | 1          | 1          | 1           | \$19,400.00 |         |

---REPORT TOTALS---

Report Totals: 19 / \$105,600.00

---SALES MONTHLY TOTALS---

Sep 12: 19 / \$105,600.00

Sales Totals: 19 / \$105,600.00

Station Totals: 19 / \$105,600.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

|               |           |      |     |      |     |      |    |      |    |      |     |
|---------------|-----------|------|-----|------|-----|------|----|------|----|------|-----|
| Market Totals | \$301,026 | CABL | 0%  | EKRC | 0%  | UNKN | 0% | WBQC | 0% | WCPO | 47% |
|               |           | WKRC | 35% | WLWT | 11% | WSTR | 0% | WXIX | 5% |      |     |

Books null  
Demos RA35+

## Connell II, Jim

---

**From:** jgaunt@local12.com  
**Sent:** Tuesday, September 11, 2012 11:22 AM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Americans for Prosperity - 53590

Station: WKRC-TV

Order Information:  
Order #: 53590  
Order Total: \$114,600.00  
Agency: Mentzer Media Services  
Advertiser: Americans for Prosperity  
Product: AMER.4 PROSPERITY  
Alternate Order #: 09809546  
Estimate #: 1305  
Flight Dates: 09/04/12 - 09/10/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (53590-11-1):

Rate: \$3,200.00  
Air Date: Mon 09/10/12  
Eligible Days: M-----  
Inventory Code: 4p Local 12 News at Four  
Inventory Description: 4p Local 12 News at Four  
Inventory Code Time: 4:30 PM-5:00 PM

Spot Type: NM  
Restricted: Earliest start: 4:30:00 PM, Latest end: 5:00:00 PM  
Length: 1:00  
Channel(s): [1] WKRC  
Priority: Non Preemptible Spot  
Preempt Reason: Program Change

*STP Wed-Fri  
Up 9/10 AM*

# Spot Manager: All, 09/04/12-09/10/12

| Date                                 | Weekday   | Air Time    | Length | Rate        | Ad-ID   | Inv. Code (Booked)      | Time Period              | Order Product Description | Estimate # | Priority | Spot # | AE     |
|--------------------------------------|-----------|-------------|--------|-------------|---------|-------------------------|--------------------------|---------------------------|------------|----------|--------|--------|
| Advertiser: Americans for Prosperity |           |             |        |             |         |                         |                          |                           |            |          |        |        |
| Agency: Mentzer Media Services       |           |             |        |             |         |                         |                          |                           |            |          |        |        |
| Station: WKRC-TV                     |           |             |        |             |         |                         |                          |                           |            |          |        |        |
| Order: 53590                         |           |             |        |             |         |                         |                          |                           |            |          |        |        |
| Line: 1                              |           |             |        |             |         |                         |                          |                           |            |          |        |        |
| 09/04/12                             | Tuesday   | 4:42:49 PM  | 1:00   | \$3,200.00  | AFP-12- | 4p Local 12 News at Fo  | (4:30:00 PM-5:00:00 PM)  | AMER.4 PROSPERITY         | 1305       | P-1      | 3      | MWASH- |
| 09/05/12                             | Wednesday | 4:41:54 PM  | 1:00   | \$3,200.00  | AFP-12- | 4p Local 12 News at Fo  | (4:30:00 PM-5:00:00 PM)  | AMER.4 PROSPERITY         | 1305       | P-1      | 1      | MWASH- |
| 09/06/12                             | Thursday  | 4:54:08 PM  | 1:00   | \$3,200.00  | AFP-12- | 4p Local 12 News at Fo  | (4:30:00 PM-5:00:00 PM)  | AMER.4 PROSPERITY         | 1305       | P-1      | 2      | MWASH- |
|                                      |           |             |        |             |         |                         |                          |                           |            |          | 3      |        |
| Line: 2                              |           |             |        |             |         |                         |                          |                           |            |          |        |        |
| 09/05/12                             | Wednesday | 5:23:52 PM  | 1:00   | \$4,000.00  | AFP-12- | 6p Local 12 News at Six | 6:00 PM-6:30 PM          | AMER.4 PROSPERITY         | 1305       | P-1      | 1      | MWASH- |
|                                      |           |             |        |             |         |                         |                          |                           |            |          | 1      |        |
| Line: 3                              |           |             |        |             |         |                         |                          |                           |            |          |        |        |
| 09/04/12                             | Tuesday   | 7:20:08 PM  | 1:00   | \$3,200.00  | AFP-12- | M-F 7p-730p             | 7:00 PM-7:30 PM          | AMER.4 PROSPERITY         | 1305       | P-2      | 2      | MWASH- |
| 09/06/12                             | Thursday  | 7:28:10 PM  | 1:00   | \$3,200.00  | AFP-12- | M-F 7p-730p             | 7:00 PM-7:30 PM          | AMER.4 PROSPERITY         | 1305       | P-2      | 1      | MWASH- |
|                                      |           |             |        |             |         |                         |                          |                           |            |          | 2      |        |
| Line: 4                              |           |             |        |             |         |                         |                          |                           |            |          |        |        |
| 09/04/12                             | Tuesday   | 11:39:06 PM | 1:00   | \$4,400.00  | AFP-12- | 11p M-Su Local 12 New   | 11:00 PM-11:35 PM        | AMER.4 PROSPERITY         | 1305       | P-2      | 1      | MWASH- |
| 09/05/12                             | Wednesday | 11:41:59 PM | 1:00   | \$4,400.00  | AFP-12- | 11p M-Su Local 12 New   | 11:00 PM-11:35 PM        | AMER.4 PROSPERITY         | 1305       | P-2      | 4      | MWASH- |
| 09/08/12                             | Saturday  | 11:11:24 PM | 1:00   | \$4,400.00  | AFP-12- | 11p M-Su Local 12 New   | 11:00 PM-11:35 PM        | AMER.4 PROSPERITY         | 1305       | P-2      | 3      | MWASH- |
| 09/09/12                             | Sunday    | 11:57:50 PM | 1:00   | \$4,400.00  | AFP-12- | 11p M-Su Local 12 New   | 11:00 PM-11:35 PM        | AMER.4 PROSPERITY         | 1305       | P-2      | 2      | MWASH- |
|                                      |           |             |        |             |         |                         |                          |                           |            |          | 4      |        |
| Line: 6                              |           |             |        |             |         |                         |                          |                           |            |          |        |        |
| 09/07/12                             | Friday    | 10:35:43 PM | 1:00   | \$10,000.00 | AFP-12- | Fri Reg 3               | 10:00 PM-11:00 PM        | AMER.4 PROSPERITY         | 1305       | P-1      | 1      | MWASH- |
|                                      |           |             |        |             |         |                         |                          |                           |            |          | 1      |        |
| Line: 7                              |           |             |        |             |         |                         |                          |                           |            |          |        |        |
| 09/08/12                             | Saturday  | 9:32:19 PM  | 1:00   | \$3,000.00  | AFP-12- | Sat Reg 2               | 9:00 PM-10:00 PM         | AMER.4 PROSPERITY         | 1305       | P-2      | 1      | MWASH- |
| 09/08/12                             | Saturday  | 9:45:49 PM  | 1:00   | \$3,000.00  | AFP-12- | Sat Reg 2               | 9:00 PM-10:00 PM         | AMER.4 PROSPERITY         | 1305       | P-2      | 2      | MWASH- |
|                                      |           |             |        |             |         |                         |                          |                           |            |          | 2      |        |
| Line: 8                              |           |             |        |             |         |                         |                          |                           |            |          |        |        |
| 09/08/12                             | Saturday  | 10:30:10 PM | 1:00   | \$5,000.00  | AFP-12- | Sat Reg 3               | 10:00 PM-11:00 PM        | AMER.4 PROSPERITY         | 1305       | P-2      | 1      | MWASH- |
|                                      |           |             |        |             |         |                         |                          |                           |            |          | 1      |        |
| Line: 9                              |           |             |        |             |         |                         |                          |                           |            |          |        |        |
| 09/09/12                             | Sunday    | 7:32:12 PM  | 1:00   | \$12,000.00 | AFP-12- | Sun Reg 1               | 7:00 PM-8:00 PM          | AMER.4 PROSPERITY         | 1305       | P-1      | 1      | MWASH- |
|                                      |           |             |        |             |         |                         |                          |                           |            |          | 1      |        |
| Line: 10                             |           |             |        |             |         |                         |                          |                           |            |          |        |        |
| 09/09/12                             | Sunday    | 10:08:26 PM | 1:00   | \$8,000.00  | AFP-12- | Sun Reg 4               | 10:00 PM-11:00 PM        | AMER.4 PROSPERITY         | 1305       | P-2      | 1      | MWASH- |
|                                      |           |             |        |             |         |                         |                          |                           |            |          | 1      |        |
| Line: 13                             |           |             |        |             |         |                         |                          |                           |            |          |        |        |
| 09/10/12                             | Monday    | 7:23:34 PM  | 1:00   | \$19,400.00 | AFP-12- | Bengals vs Baltimore    | (7:00:00 PM-10:00:00 PM) | AMER.4 PROSPERITY         | 1305       | P-3      | 2      | MWASH- |
|                                      |           |             |        |             |         |                         |                          |                           |            |          | 1      |        |
| Line: 14                             |           |             |        |             |         |                         |                          |                           |            |          |        |        |
| 09/10/12                             | Monday    | 11:41:22 PM | 1:00   | \$4,400.00  | AFP-12- | 11p M-F Local 12 News   | 11:00 PM-11:35 PM        | AMER.4 PROSPERITY         | 1305       | P-2      | 1      | MWASH- |

[Filtered by: ] [Sorted by: Station]

Spot Manager: All, 09/04/12-09/10/12



| Date | Weekday | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Description | Estimate # | Priority | Spot # | AE |
|------|---------|----------|--------|------|-------|--------------------|-------------|---------------------------|------------|----------|--------|----|
|------|---------|----------|--------|------|-------|--------------------|-------------|---------------------------|------------|----------|--------|----|

Advertiser: Americans for Prosperity  
Agency: Mentzer Media Services  
Station: WKRC-TV  
Order: 53590  
Line: 14

|          |         |            |      |              |         |           |         |                   |      |     |    |        |
|----------|---------|------------|------|--------------|---------|-----------|---------|-------------------|------|-----|----|--------|
|          |         |            |      | \$4,400.00   |         |           |         |                   |      |     | 1  |        |
| Line: 15 |         |            |      |              |         |           |         |                   |      |     |    |        |
| 09/04/12 | Tuesday | 1:34:56 PM | 1:00 | \$9,000.00   | AFP-12- | Tue Reg 3 | 10p-11p | AMER.4 PROSPERITY | 1305 | P-2 | 1  | MWASH- |
|          |         |            |      | \$9,000.00   |         |           |         |                   |      |     | 1  |        |
|          |         |            |      | \$111,400.00 |         |           |         |                   |      |     | 19 |        |
|          |         |            |      | \$111,400.00 |         |           |         |                   |      |     | 19 |        |
|          |         |            |      | \$111,400.00 |         |           |         |                   |      |     | 19 |        |
|          |         |            |      | \$111,400.00 |         |           |         |                   |      |     | 19 |        |
|          |         |            |      | \$111,400.00 |         |           |         |                   |      |     | 19 |        |
|          |         |            |      | \$111,400.00 |         |           |         |                   |      |     | 19 |        |

[Filtered by: ] [Sorted by: Station]